

Making sense of environmental responsibility: investigating environmental stewardship among retail employees and consumers

Citation for published version (APA):

Hensen, N. J. B. (2015). *Making sense of environmental responsibility: investigating environmental stewardship among retail employees and consumers*. [Doctoral Thesis, Maastricht University]. Maastricht University. <https://doi.org/10.26481/dis.20150508nh>

Document status and date:

Published: 01/01/2015

DOI:

[10.26481/dis.20150508nh](https://doi.org/10.26481/dis.20150508nh)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

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Stellingen behorend bij het proefschrift

Making Sense of Environmental Responsibility
Investigating Environmental Stewardship among
Retail Employees and Consumers

Niek Hensen

1. Both for consumers and retailers, pro-environmental behavior often represents a choice that benefits long-term collective interests at the cost of immediate self-interests (this dissertation, Chapter 1, 2 and 3).
2. A leader's task-oriented actions are reflective of strategic choice, his/her prioritization among available (and seemingly conflicting) alternative options, provides direction for the development for a work climate that fosters environmental responsibility (this dissertation, Chapter 2).
3. Whilst a central level environmental policy may exist within retail chains or franchises, it needs to be implemented across multiple geographically dispersed stores, which means that the policy is necessarily translated at an operational level by the store manager (this dissertation, Chapter 2).
4. Increasing the relevance of pro-environmental behavior can result in more responsible behavior under high efficacy, but can backfire and result in more damaging behavior under low efficacy (this dissertation, Chapter 3).
5. Since marketing as a practice and science is focused on meeting people's needs and largely impacts consumption levels, marketing is the field of research that can make a difference in the achievement of sustainability goals (this dissertation, Valorization Addendum).
6. With the growing recognition of finite resources and high environmental costs, marketers need to reexamine their theory and practices (Philip Kotler).
7. People are so used to being treated as customers (even by government institutions), that they forget their responsibilities as citizens.
8. Although limiting the environmental impact of internal and supply side retail processes is important, retailers should focus more of their pro-environmental initiatives on influencing consumer choice (this dissertation, Valorization Addendum).
9. An economy based on endless growth is unsustainable (Matthew Bellamy).
10. Writing a dissertation is like cycling up an Alp: at the start you are elated and optimistic although you know it will be tough, while on the way you notice it might take longer than expected and you will feel down at times, but the will to meet your goal keeps you going.
11. It's not easy being green (Kermit the Frog).

Maastricht, mei 2015